Abstract

Time slice transmission methods transmit data in bursts, thus creating a delay until playback of a service can begin when changing the service and therefore preventing smooth zapping. To solve this problem, a first stream used for burst transmission of packet sets and a second stream for continuously transmitting packets at a speed determined according to the transmission rate required for a particular service are multiplexed and transmitted. The content is reproduced using the continuously transmitted second stream during zapping, and the first stream transmitted in bursts is reproduced after zapping ends.